CHUBBY CHECKER
SINGING, DANCING AND ACTING IN A BIG NEW ROLE!
DON'T KNOCK THE TWIST
Hear the nation's No. 1 Hit Tune "DUKE OF EARL" and many other top-twist tunes "LA PALOMA TWIST" "YES, SIRREEE" "LITTLE ALTAR BOY" "BRISTOL STOMP" and "DON'T KNOCK THE TWIST"
from the studio that rocked you with "TWIST AROUND THE CLOCK"!
Meet the guys and the gals who flipped for the fad that's sweeping the world
with THE DOVELLS
LINDA SCOTT
THE CARROLL BROS.
VIC DANA
GENE CHANDLER
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by OSCAR RUDOLPH · A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 501—665 Lines
(Including imprint space)

THE CAST

Chubby Checker	Chubby Checker
The Duke of Earl	Gene Chandler
Vic Dana	Vic Dana
Linda Scott	Linda Scott
The Carroll Bros.	The Carroll Bros.
The Dovells	The Dovells
Ted Haver	Lang Jeffries
Dulcie Corbin	Mari Blanchard
Madge Albright	Georgine Darcy
Billy Albright	Stephen Preston
Mrs. Morrison	Barbara Morrison
Dressmaker	Nydia Westman
Joe Albright	James Chandler
Ruth Emerson	Elizabeth Harrower
Mrs. Kay	Hortense Petra
Herb Walcott	Frank Albertson
Fashion Editor	Viola Harris
Frank Emerson	Peter Dawson
Director	Dave Lanfield
Mr. Fullerton	Tim Sullivan
Reporter	Ralph Montgomery

OFFICIAL BILLING

COLUMBIA PICTURES 25%
presents
CHUBBY CHECKER
in 100%
DON'T KNOCK THE TWIST 100%
co-starring
GENE CHANDLER • VIC DANA
LINDA SCOTT • THE DOVELLS
THE CARROLL BROS. 50%
with
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY 35%
Written by JAMES B. GORDON 15%
Produced by SAM KATZMAN 15%
Directed by OSCAR RUDOLPH 15%
A FOUR LEAF PRODUCTION 15%

THE CREDITS

Written by James B. Gordon; Directed by Oscar Rudolph; Assistant Director, Sam Nelson; Music Supervisor, Fred Karger; Choreography by Hal Belfer; Director of Photography, Gordon Avil, A.S.C.; Art Director, Don Ament; Film Editor, Jerome Thoms; Set Decorator, Sidney Clifford; Sound Supervisor, Charles J. Rice; Sound, Josh Westmoreland; Produced by Sam Katzman; Co-Produced by Kal Mann. A Four Leaf Production. A Columbia Picture.

THE STORY

(Not for Publication) To beat out a rival network, Ted Haver gets Chubby Checker to help him stage a "Twist" TV spectacular in a hurry; Chubby rounds up such stars as Gene Chandler, Vic Dana, Linda Scott, The Carroll Bros. and The Dovells. Ted himself, "discovers" Madge Albright and her brother during a country weekend. Jealous of Ted's interest in Madge, "Twist" fashion designer Dulcie Corbin does what she can to wreck the show, but fails.

COLUMBIA **PRESSBOOK**

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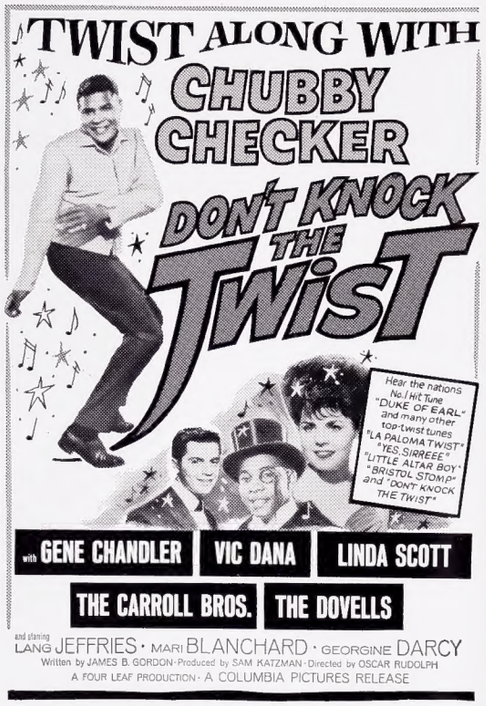
PB #41/8

TWIST ALONG WITH...
CHUBBY CHECKER
IN A BIG NEW ROLE!
Hear the nations No. 1 Hit Tune
"DUKE OF EARL"
and many other top-twist tunes
"LA PALOMA TWIST"
"YES, SIRREEE"
"LITTLE ALTAR BOY"
"BRISTOL STOMP" and
"DON'T KNOCK THE TWIST"
THE REAL RAGING STORY BEHIND THOSE TWIST HEADLINES!
Meet the guys and the gals who flipped for the fad that's sweeping the world
DON'T KNOCK THE TWIST
from the studio that rocked you with "TWIST AROUND THE CLOCK"!
with THE DOVELLS
LINDA SCOTT
GENE CHANDLER
THE CARROLL BROS.
VIC DANA
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by OSCAR RUDOLPH · A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 401—568 Lines (including imprint space)


TWIST ALONG WITH
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VIC DANA
LINDA SCOTT
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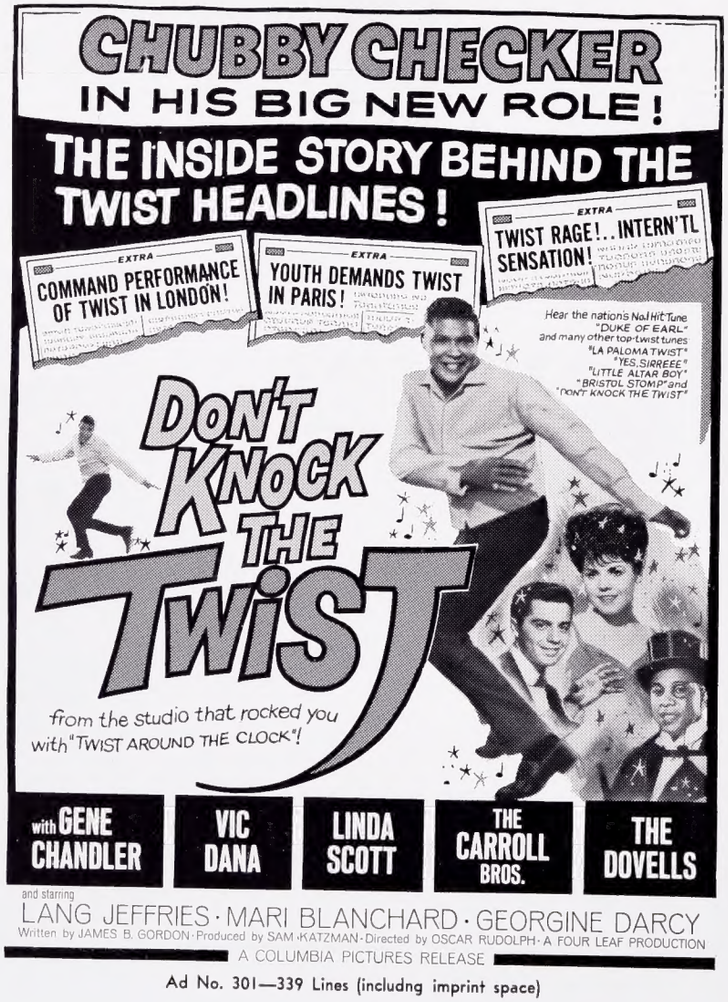
THE DOVELLS
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by OSCAR RUDOLPH
A FOUR LEAF PRODUCTION · A COLUMBIA PICTURES RELEASE

Ad No. 205—170 Lines (including imprint space)


CHUBBY CHECKER
IN HIS BIG NEW ROLE!
THE INSIDE STORY BEHIND THE TWIST HEADLINES!
EXTRA
COMMAND PERFORMANCE OF TWIST IN LONDON!
EXTRA
YOUTH DEMANDS TWIST IN PARIS!
EXTRA
TWIST RAGE!.. INTERN'TL SENSATION!
Hear the nation's No. 1 Hit Tune
"DUKE OF EARL"
and many other top-twist tunes
"LA PALOMA TWIST"
"YES, SIRREEE"
"LITTLE ALTAR BOY"
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LINDA SCOTT
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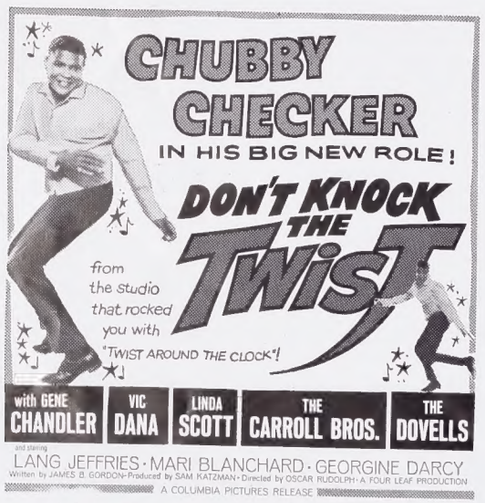
THE DOVELLS
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by OSCAR RUDOLPH · A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 301—339 Lines (includng imprint space)


CHUBBY CHECKER
IN HIS BIG NEW ROLE!
DON'T KNOCK THE TWIST
from the studio that rocked you with "TWIST AROUND THE CLOCK"!
with GENE CHANDLER
VIC DANA
LINDA SCOTT
THE CARROLL BROS.
THE DOVELLS
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN · Directed by OSCAR RUDOLPH · A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 204—124 Lines (including imprint space)

CHUBBY CHECKER
In a Big New role!
DON'T KNOCK THE TWIST
with GENE CHANDLER · VIC DANA
LINDA SCOTT · THE CARROLL BROS.
and THE DOVELLS
and starring LANG JEFFRIES MARI BLANCHARD GEORGINE DARCY
A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 103—47 Lines

"It's a new twist on the twist!"
CHUBBY CHECKER
Singing, Dancing and Acting in a Big New Role!
DON'T KNOCK THE TWIST
from the studio that rocked you with "TWIST AROUND THE CLOCK"!
Meet the guys and the gals who flipped for the fad that's Sweeping the world
GENE CHANDLER
VIC DANA
LINDA SCOTT
THE CARROLL BROS.
THE DOVELLS
Hear the nations No. 1 Hit Tune "DUKE OF EARL" and many other top twist tunes "LA PALOMA TWIST" "YES, SIRREEE" "LITTLE ALTAR BOY" "BRISTOL STOMP" "DON'T KNOCK THE TWIST"
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Directed by OSCAR RUDOLPH • A FOUR LEAF PRODUCTION • Written by JAMES B. GORDON • Produced by SAM KATZMAN
A COLUMBIA PICTURES RELEASE

Ad No. 302—393 Lines (including imprint space)

WOW!
FROM THE STUDIO THAT ROCKED YOU WITH "TWIST AROUND THE CLOCK"!
CHUBBY CHECKER
IN HIS BIG NEW ROLE!
DON'T KNOCK THE TWIST
with GENE CHANDLER
VIC DANA
LINDA SCOTT
THE CARROLL BROS.
THE DOVELLS
and starring
LANG JEFFRIES · MARI BLANCHARD · GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN
Directed by OSCAR RUDOLPH · A FOUR LEAF PRODUCTION
A COLUMBIA PICTURES RELEASE

Ad No. 105—98 Lines

NEW TWIST ON THE TWIST!
CHUBBY CHECKER
Singing, Dancing and Acting in a Big New role!
DON'T KNOCK THE TWIST
from the studio that rocked you with "TWIST AROUND THE CLOCK"!
with GENE CHANDLER
VIC DANA
LINDA SCOTT
THE CARROLL BROS.
THE DOVELLS
HEAR THE NATION'S NO. 1 HIT TUNE: "Duke Of Earl" AND ALL THE OTHER GREAT SONGS! "La Paloma Twist" "Yes, Sirree" "Little Altar Boy" "Bristol Stomp" "Don't Knock The Twist"
and starring
LANG JEFFRIES · MARI BLANCHARD
GEORGINE DARCY
Written by JAMES B. GORDON · Produced by SAM KATZMAN Directed by OSCAR RUDOLPH
A FOUR LEAF PRODUCTION · A COLUMBIA PICTURES RELEASE

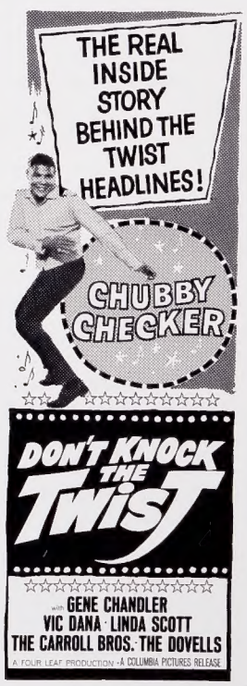
Ad No. 206—220 Lines (including imprint space)

NEW TWIST ON THE TWIST!
CHUBBY CHECKER
SINGING, DANCING AND ACTING IN A BIG NEW ROLE!
DON'T KNOCK THE TWIST
with GENE CHANDLER · VIC DANA · LINDA SCOTT · THE CARROLL BROS. · THE DOVELLS
A FOUR LEAF PRODUCTION · A COLUMBIA PICTURES RELEASE

Ad No. 203—60 Lines

CHUBBY CHECKER
IN HIS BIG NEW ROLE!
DON'T KNOCK THE TWIST
GENE CHANDLER · VIC DANA · LINDA SCOTT
THE CARROLL BROS. · THE DOVELLS
A FOUR LEAF PRODUCTION · A COLUMBIA PICTURES RELEASE

Ad No. 102—36 Lines


THE REAL INSIDE STORY BEHIND THE TWIST HEADLINES!
CHUBBY CHECKER
DON'T KNOCK THE TWIST
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THE CARROLL BROS. · THE DOVELLS
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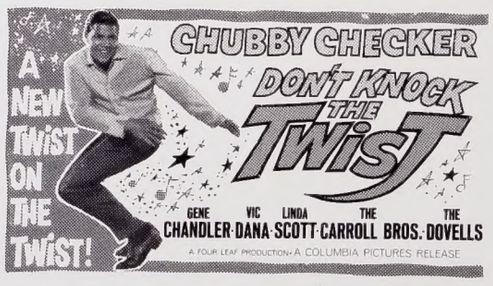
Ad No. 104—71 Lines

Ad No. 201—32 Lines


CHUBBY CHECKER
A NEW TWIST ON THE TWIST!
DON'T KNOCK THE TWIST
GENE CHANDLER · VIC DANA · LINDA SCOTT · THE CARROLL BROS. · THE DOVELLS
A FOUR LEAF PRODUCTION · A COLUMBIA PICTURES RELEASE

Ad No. 202—56 Lines

All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

UTILITY MAT No. 1

includes the following ads and publicity scene mats:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Publicity 1-A
- Publicity 2-A

(Chubby Checker)

Chubby Checker, who stars in Columbia Pictures' "Don't Knock the Twist," at the ..... Theatre with Lang Jeffries, Mari Blanchard and Georgine Darcy, is the direct cause of the greatest national dance craze in years. Not only are the teenagers going mad over The Twist, but adults of all age groups have taken it up—in America and on both sides of the Atlantic and Pacific oceans.

Checker sings, dances and acts in "Don't Knock the Twist," which includes such other popular recording favorites as The Carroll Brothers, the Dovells, Vic Dana, Gene Chandler and Linda Scott. His first film, "Twist Around the Clock," was an international success and he also has made a British "twist" picture, "It's Trad, Dad."

A native of Philadelphia, Chubby Checker also is an accomplished drummer and pianist, and he has attained considerable recognition for his impersonations. His first hit record, "The Class," included impersonations of Elvis Presley, Fats Domino and the Everly Brothers. In "Don't Knock the Twist," in addition to the title tune, Checker sings "Twistin'," "La Paloma Twist," "Slow Twistin'," "The Fly" and "I Love to Twist."

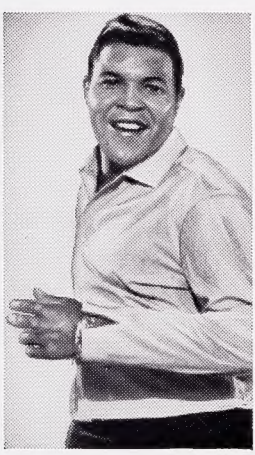
"Don't Knock the Twist," a Four Leaf production, was produced by Sam Katzman, written by James B. Gordon and directed by Oscar Rudolph.

(Opening Notice)

Chubby Checker, Mr. Twist himself and one of the nation's most popular entertainers, stars in Columbia Pictures' "Don't Knock the Twist," at the ..... Theatre. Lang Jeffries, Mari Blanchard and Georgine Darcy are also starred. Also in the new "Twist" film are The Carroll Brothers, The Dovells, Gene Chandler, Vic Dana and Linda Scott. Songs heard in the film, in addition to the title tune, are "Twistin'," "La Paloma Twist," "Slow Twistin'," "The Fly," "I Love to Twist," "Bo Diddley," "Bristol Stomp," "Little Altar Boy," "Yes Sirree" and "Duke of Earl." Sam Katzman produced "Don't Knock the Twist," a Four Leaf production written by James B. Gordon and directed by Oscar Rudolph.

('Twist' Fashions)

Georgine Darcy, who was "Miss Torso" in the Alfred Hitchcock thriller, "Rear Window," stars at the ..... Theatre in "Don't Chubby Checker, Lang Jeffries Chubby Checker, Long Jeffries and Mari Blanchard. The Darcy figure models several revealing Twist outfits in the film, from bathing suits to shorty night gowns.



(Mat 1A; Still No. RP-4) Chubby Checker, Mr. Twist himself, stars in Columbia Pictures' "Don't Knock the Twist." Other entertainers in the film are Gene Chandler, Vic Dana, Linda Scott, The Carroll Bros. and The Dovells.

(Mat 2A; Still No. R17) Chubby Checker, Mr. Twist himself, watches lovely Blonde Georgine Darcy enthusiastically greet Lang Jeffries in this scene from Columbia Pictures' "Don't Knock the Twist." Other entertainers in the film are Gene Chandler, Vic Dana, Linda Scott, The Carroll Bros. and The Dovells.

(Georgine Darcy)

Blue-eyed, blonde Georgine Darcy made her motion picture debut as the memorable "Miss Torso" in Alfred Hitchcock's "Rear Window." Currently, at the ..... Theatre, she is putting her shapely figure through The Twist, as a star in Columbia Pictures' "Don't Knock the Twist." Also starred are Chubby Checker, the entertainer responsible for the international dance craze, Lang Jeffries and Mari Blanchard. Also important to "Don't Knock the Twist" are such popular recording artists as The Carroll Brothers, Dovells, Gene Chandler, Vic Dana and Linda Scott.

Miss Darcy's career as an actress began in New York when she was a grade school student; she attended a dancing school whose pupils gave performances for fairs, clubs, churches, etc. At 14, she sang and danced in an Olsen and Johnson show and, in 1951, she was in the Broadway cast of "Gentlemen Prefer Blondes," later joining Ed Sullivan on TV. In addition to continuing her studies at New York's famed City Center Ballet and at the American School of Ballet, Miss Darcy also found time to appear as both an actress and dancer on television.

In Las Vegas, while appearing in a night club act of some importance, Miss Darcy was spotted by Hitchcock and was given the "Miss Torso" assignment. She later joined the Desilu Workshop Theatre and appeared in various television shows.

"Don't Knock the Twist," a Four Leaf production, was produced by Sam Katzman, written by James B. Gordon and directed by Oscar Rudolph.

(Thirteen 'Twist' Tunes)

Thirteen songs are featured in Sam Katzman's "Don't Knock the Twist," new Columbia release which stars Chubby Checker, Lang Jeffries, Mari Blanchard and Georgine Darcy at the ..... Theatre.

The numbers include "Twistin'," "La Paloma Twist," "Slow Twistin'," "The Fly," and "I Love to Twist," sung by Chubby Checker; "Bo Diddley" sung by the Carroll Brothers; "Bristol Stomp" by The Dovells; Vic Dana's "Little Altar Boy;" "Duke of Earl" sung by Gene Chandler; and "Yes Sirree" sung by Linda Scott. In addition, there are the title tune, "Don't Knock the Twist," and "Salome Twist."

"Don't Knock the Twist" was written by James B. Gordon, who authored Katzman's earlier screen success, "Twist Around the Clock." Oscar Gordon, who directed "Twist Around the Clock," also directed "Don't Knock the Twist," a Four Leaf production.

(Review)

Chubby Checker, generally recognized as the young entertainer most responsible for the international popularity of The Twist, the new dance craze, happily stars in Columbia Pictures' "Don't Knock the Twist," now at the ..... Theatre. Checker sings five of his most popular "twist" tunes, along with the title song, in a thoroughly delightful romantic comedy built around the dance.

Sharing entertainment honors with Checker are Gene Chandler whose recording, "The Duke of Earl," has been rated the No. 1 song hit in the nation; Vic Dana, Linda Scott, The Carroll Bros. and The Dovells. Checker sings "Twistin'," "La Paloma Twist," "Slow Twistin'," "The Fly" and "I Love to Twist." Chandler sings "The Duke of Earl" and Dana sings "Little Altar Boy," "Yes Sirree" is contributed to the soundtrack by Linda Scott and The Carroll Bros. offer "Bo Diddley." "Mashed Potato Time" is a Dee Dee Sharp tune and there also is "Salome Twist."

On the acting side of the film—and there is a pleasing story to tie the musical numbers together and to bring them in legitimately — are Checker, Lang Jeffries, Mari Blanchard and Georgine Darcy, who has a Twist dance routine here which provides her with a variety of costumes from swim suits to shorties.

(General Advance)

With Chubby Checker, Mr. Twist himself, backed by a number of the most popular young recording artists around today, and a whole slew of "Twist" dancers, Columbia Pictures' "Don't Knock the Twist" opened yesterday at the ..... Theatre. The film, like its precedent "Twist Around the Clock," reportedly is a thoroughly entertaining romantic comedy.

Chubby Checker himself figures prominently in the film's story, according to advance report. With him, on the acting side, are Lang Jeffries, Mari Blanchard and Georgine Darcy. Recording artists include Gene Chandler, Vic Dana, Linda Scott, The Carroll Bros. and The Dovells.

In addition to the title tune, music in the film includes: "Twistin'," "La Paloma Twist," "Slow Twistin'," "The Fly" and "I Love to Twist." all sung by Checker; "Bo Diddley," sung by The Carroll Bros.; "Bristol Stomp," by The Dovells; "Little Altar Boy," sung by Vic Dana; "Duke of Earl" sung by Gene Chandler, "Yes Siree," sung by Linda Scott, and "Mashed Potato Time," and "Salome Twist."

"Don't Knock the Twist" was written by James B. Gordon. A Four Leaf production, the film was directed by Oscar Rudolph and produced by Sam Katzman.

FRED ASTAIRE STUDIOS

The Fred Astaire Dance Studios is alerting its local managers to tie-in with "Don't Knock the Twist." Studio managers are being urged to cooperate with theatres in setting up local promotions such as dance parties, theatre exhibitions, local tie-up advertising (Studios have been supplied with a tie-in ad mat), displays inside and in the windows of Fred Astaire Studios, contests, use of Fred Astaire Dance Lesson Certificates as prizes, giveaways, etc.

Stage a "Don't Knock the Twist" dance party in your theatre lobby or some other suitable spot with instructors from Fred Astaire serving as judges.

CHUBBY CHECKER LICENSEE LIST

H. M. NECKWEAR

568 Broadway
New York City
WA 5-9861
Mr. Bob Mayer

MEN'S AND BOYS NECKWEAR

Retail Price—$1.00
Wholesale Price—$7.00 doz. postpaid
Min. Order—Without rack—1 doz.
With display rack—6 doz.

BENAY-ALBEE NOVELTY CO.

52-01 Flushing Avenue
Maspeth 78, N. Y.
EM 6-6000
Mr. Jos. Rosenbaum

NOVELTY HEADWEAR
(Chubby Checker Twist Hat)
Retail Price—$1.00
Wholesale Price—$5.40 doz.
Min. Order—6 doz.
Shipping charges collect
Assorted colors in sizes S, M & L

COVENTRY KNITWEAR CO.

350 Fifth Avenue
New York City
PE 6-2443
Mr. William Starr

WOOL SWEATERS

Retail Price: Men's—$14.95 & 15.95
Ladies—$10.95

•

EMPIRE PLASTIC CORP.

200 Fifth Avenue
New York 10, N. Y.
CH 3-5730
Mr. Bernard Schiff

DANCE KIT

Retail Price—$1.98
Wholesale Price—$10.80 doz.
Min. Order—3 doz.
Shipping charges collect

THOM McAN SHOES

25 West 42nd Street
New York City
LO 5-6500
Mr. Ed Chasins

SHOES (Chubby Checker Twisters)

Retail Prices: Men's—$8.99 pr.
Ladies'—$3.99 pr.

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CHUBBY CHECKER SOUVENIR BOOK

For complete information, see Page 6 of this pressbook

COMMONWEALTH TOY & NOVELTY CO.

3611 14th Avenue
Brooklyn 18, N. Y. TR 1-5000
Mr. Harvey Greenfield

STUFFED TOYS

VALENTINE DOLLS, INC.

200 Fifth Avenue
New York 10, N. Y.
WA 4-3787
Mr. Joel Tasman

DOLLS (Chubby Checker Twisteen Action Doll)

Retail Price—$3.98 ea.
Wholesale Price—$22.80 doz.
Min. Order 3 doz.
Shipping charges collect

Local toy jobbers should be contacted to see if they have stocked the above items and for promotional cooperation at the retail level. If your local top jobber has not yet stocked the items, order direct from the manufacturer. Orders for all merchandise must be accompanied by payment in full with shipping charges collect where noted. Allow about ten days for orders to be filled and shipped.

Lift Flap for Additional Advertising and Publicity

Street Bally!

Work with your disc jockey on a street bally that will promote your show as well as his program. Have an attractive young girl, or a young couple, walk around town carrying a portable radio tuned to the jockey's radio station broadcasting Twist music. Every so often, disc jockey might spin a Chubby Checker recording of a number played in the picture; passersby who tell the bally the name of the tune as well as picture and theatre credits receive guest tickets.

KING OF TWIST

Chubby Checker enjoys an international reputation as the top exponents of the Twist. Now he's back, in his greatest, "Don't Knock the Twist." Build on the tremendous popularity of Mr. Twist himself!

- Have your disc jockeys go to town with Twist music in honor of Checker. For a week in advance of your engagement, have recordings of Checker's music played on the air.
- Work contest on Checker's music via music dealers, disc jockeys or your newspaper. Youngsters win guest tickets for the longest lists of records and letters on "Why I Want to See Chubby Checker in 'Don't Knock the Twist'!" Present other prizes for those bringing in Checker records for donation to hospitals and charities.
- Get a sound truck through town playing Chubby Checker recordings. Be sure credits are posted on both sides of the truck.
- Out of cardboard make a large replica of a phonograph record, with the label carrying credits: "Chubby Checker in 'Don't Knock the Twist,' State Theatre, Now!" Have a bally wheel it through town, stopping so the curious can read the plug.
- Arrange with a cooperative music dealer to sell Chubby Checker recordings in your theatre lobby and promote copies for giveaways, prizes, etc.

TWIST ON AIR

Local TV and radio programs rate prime attention for your sight-and-sound promotion to highlight the "Twist" rhythms of the picture via a variety of "Twist" contests and stunts. Work these:

- Launch a contest to find your town's king and queen of Twist, to serve as honor guests at the opening show and receive promoted gifts of Twist records.
- Disc jockey plays Twist numbers, offering guest tickets to first listeners who phone in the correct titles.
- Get a TV program to stage a Twist dance contest.
- Another radio contest could offer ticket prizes for the biggest list of Twist song titles or of numbers recorded by Chubby Checker and other stars in the film.
- Suggest a debate on the Twist for one of your local radio/TV panel programs, those in favor of the new dance to give their reasons to opponents, the cats vs. the squares. Let your newspaper columnists or music critic get into the argument and advance theories for the popularity of The Twist.
- Conduct a Twist talent search, with local musical combos competing in the contest on a radio or TV program with listeners and viewers voting for the favorite group. Have them play one of Chubby Checker favorite recordings for the final judging.
- Suggest to local disc jockeys they feature Twist recordings of all artists on their programs and ballot their listeners on their favorites. They can run contests offering guest tickets or promoted Twist recordings for the best letters on: "Why I Like Twist Music," "I Want to See 'Don't Knock the Twist Because . . ." Limit letters to 50 words or less.

THOM McAN SHOES

More than 900 Thom McAn Shoe Stores from coast to coast have been alerted to "Don't Knock the Twist," and have been urged to work with theatres in local promotions, window and interior displays, lobby displays, contests, etc. . . . all keyed to Chubby Checker's appearance in the new film, and the fact that Thom McAn Stores are the exclusive retailers of "Chubby Checker Twisters." 'The shoes for doing The Twist', His Twisters sell for $8.99 and Her Twisters sell for $3.99. The Thom McAn stores all have store display material around Chubby Checker and the "Twister" shoes. Local theatres should supply store manager wth stills from the film, picture poster material, playdate credit cards, etc.

FAN CLUBS!

There may be one in your town, or you may want to organize one! For information about Chubby Checker Fan Clubs, write direct to Gloria B., National President, 1405 Locust Street, Philadelphia, Pa.

THE MUSIC

DON'T KNOCK THE TWIST
Sung by Chubby Checker
Kal Mann & Dave Appell
Cameo Records
Kalmann Music, Inc.

BRISTOL STOMP
Sung by The Dovells
Kal Mann & Dave Appell
Parkway Records
Kalmann Music, Inc.

LITTLE ALTAR BOY
Sung by Vic Dana
Dolton Records
House of Sound Music Publishers
Bilya-Bah Music Publishers

LA PALOMA TWIST
Sung by Chubby Checker
Kal Mann
Parkway Records
Kalmann Music, Inc.

SLOW TWISTIN'
Sung by Chubby Checker
Jon Sheldon
Parkway Records
Woodcrest Music, Inc.

MASHED POTATO TIME
Dee Dee Sharp and Instrumental
Jon Sheldon
Cameo Records
Rice Mill Pub. Co.

TWISTIN'
Sung by Chubby Checker
Kal Mann & Dave Appell
Kalmann Music, Inc.

THE FLY
Sung by Chubby Checker
Madara-White
Parkway Records
Woodcrest-Mured Music

DUKE OF EARL
Sung by Gene Chandler
Gene Dixon, Bernice
William & Earl Edwards
Vee Jay Records
Conrad-Karlan, Inc.

YES SIRREE
Sung by Linda Scott
Congress Records

BO DIDDLEY
Sung by The Carroll Bros.
Cameo Records

SALOME TWIST
Sung by Vocal Group
Fred Karger
Soon Music, Inc.

I LOVE TO TWIST
Sung by Chubby Checker
Kal Mann-Bernie Lowe
Kalmann Music, Inc.

In Preparation: an album of music from "Don't Knock the Twist," to be released by Cameo/Parkway Records. Check record dealers now; if they have this and other discs . . . put 'em to work!

- List the songs in "Don't Knock the Twist" through your paper's personal columns and offer prizes to those bringing recordings of the numbers to the theatre, for gifting to veterans' hospital.
- Set up displays featuring the film's recording artists, highlighted with copies of the sheet music and using blow-ups and cutouts of stills from the picture.
- Distribute records of the music from "Don't Knock the Twist" to disc jockeys for plays and picture plugs.
- Ask local band leaders and entertainers to feature the songs.
- Be sure all town juke boxes have the records and furnish credit cards for the machines.
- Offer prizes for the best renditions of the numbers by amateurs on radio/TV shows.
- Saturate the town with window and counter displays of fthe sheet music and records.
- Get your town Twist-conscious by playing the records over your p.a. system and music store speakers. Have five and dime pianists feature the music.

Selling Aids

TV Trailers: Each TV trailer has a final frame freeze for super-imposed visual credits, as well as room for local announcer to add theatre and playdate information. Order direct from: Exploitation Department, Columbia Pictures Corporation, 711 5th Ave., New York 22, N. Y.

Transcriptions: A variety of spot announcements, all open end for local commentator to add theatre credits. Available on a single disc. Order from your Columbia exchange; transcriptions will be shipped from N. Y.

Two Telops: Style A, theatre and station identification. Style B, theatre advertising only. Prices $5.00 without imprint: $7.50 with imprint; $2.00 for each additional slide or telop. Specify style ar
order direct from QQ Title C
St., New York 36, N. Y.

Displays: 9' x 12' Flag: single
$75.00. Badge: 40c. Streame
Valance: $1.65 per running f
foot. 12 pennant string; 30' l
Flag Co., 43 West 21 St., N

Adults, Too!

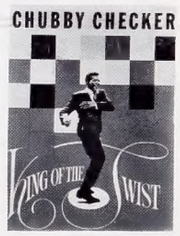
"Don't Knock the Twist" isn't exclusively for the enjoyment of the youngsters. Post a lobbby placard calling this fact to the attention of your older patrons and write them letters to the same effect. Be sure the point is brought up in any radio discussion on the dance. Incidentally, the dance crazes of the past once were newsworthy as the Twist is today. See if there are any adults who will contest for prizes in performing these dances and match them in popularity against today's Twisters.

DRIVE-INS, TOO!

- Play recordings during intermission periods, one tune for each show, and ask patrons to submit their lists of all the numbers played. Lists should come in on the day before your opening show of "Don't Knock the Twist." As a tie-breaker, contestants might submit letters telling why they want to see "Don't Knock the Twist."
- Use a variety of continuing road signs along the best routes to your drive-in. They can read: " 'Don't Knock the Twist!' State Drive-in," or "Knock the High Taxes, Knock Her New Gown, Knock All Your Friends, But 'Don't Knock the Twist!' State Drive-In!"
- Print up a quantity of neat but noticeable throwaways or small placards for your hotels, motels and your rolling public. Distribute to a wide area around your drive-in and insert under windshields of cars in all parking areas. Special door knob hangers might be printed with the first two title words in large caps, "DON'T KNOCK . . . " with the rest in small letters. Add drive-in credits.
- Offer recordings or sheet music of songs from the film as premiums to those who find certificates placed in sandwiches, candy or ice cream wrappers at your concession stand. Or place numbered heralds in the wrappers, with lucky numbers winning the premiums.
- Play Twist music on your p.a. system before and between shows, beginning the week before "Don't Knock the Twist" opens, and encourage people to get out of their cars and Twist a bit.

SOUVENIR BOOK

This 9" x 12" Chubby Checker souvenir book, 16 pages plus four-color covers, makes an ideal lobby and concession stand item. Suggested selling price is 50c apiece; a minimum order of 100 copies, shipped parcel post prepaid, is 28c per copy. Allow 12 days for delivery. Send check or money order payable to Dave Barr with all orders. Write direct to: Dave Barr Programs, 12 Wessex Road, Silver Springs, Md.



ACCESSORIES

- 3 SHEET
- 1 SHEET
- COMPOSITE MAT
- 40 x 60
- 24 x 60
- TRAILER
- STILL SETS
- SLIDE
- Two 22 x 28's
- 8 11 x 14's
- WINDOW CARD
- INSERT CARD
- 24 x 82

(20 Upright, 15 Horizontal, Pressbook, Art)

• 3 SHEET

• 1 SHEET

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www.mediahistoryproject.org